**Tobacco Control Interventions
for Priority Populations
RFA # TCS-07-100
Information Meetings**

February 14, 2007

**INFORMATION MEETING AND ON-LINE
APPLICATION TRAINING AGENDAS
FEBRUARY 14, 2007**

Session 1

- 8:00 a.m.-9:00 a.m. Agency Connections to Avaya©
  and Teleconference
- 9:00 a.m.-10:00 a.m. OTIS Training
- 10:00 a.m.-11:15 a.m. RFA Presentation
- 11:15 a.m.-11:30 a.m. Break (15 minutes)
- 11:30 a.m.-12:00 p.m. Question and Answer Period

**INFORMATION MEETING AND ON-LINE
APPLICATION TRAINING AGENDAS
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Session 2

- 12:45 p.m.-1:45 p.m. Agency Connections to
  Avaya© and Teleconference
- 1:45 p.m.-2:45 p.m. OTIS Training
- 2:45 p.m.-4:00 p.m. RFA Presentation
- 4:00 p.m.-4:15 p.m. Break (15 minutes)
- 4:15 p.m.-4:45 p.m. Question and Answer Period

Overview

- The purpose of the Information Meeting is to explain the requirements of the RFA.

- CDHS/TCS will provide technical information only. Questions related to the merit of strategies will not be addressed.

Overview

- The RFA takes precedence over any information shared at this Information Meeting.
- Written answers to questions will not be mailed out.
- Questions will only be accepted via fax to the following numbers:

  (916) 449-5505 or (916) 449-5517

Section I

Introduction
(pages 1-13)

Introduction – Purpose (page 1)

- This is a competitive process
- Applications will be peer reviewed and scored on their responsiveness to the RFA
- $5.3 million is available over 3 years
- Individual awards are expected to range from $300,000 to a maximum of $600,000
- 10-12 grantees
- This RFA is intended for agencies with significant prior experience in tobacco control

Introduction – Purpose (page 1)

Purpose: To fund at least one project in the following categories:

African American	Low SES
Am. Indian/Alaskan Native	Blue and/or Pink Collar Workers
Asian and Pacific Islander	Military
Hispanic/Latino	Rural Residents
LGBT	

The RFA Will Not Fund (page 2)

- sole focus on provision of tobacco cessation services
- social sources of tobacco
- tobacco retail licensing and efforts to reduce tobacco sales to minors in areas where LLAs are addressing these issues

The RFA Will Not Fund (page 2)

- voluntary policy approaches to reduce retail tobacco advertising
- smoke-free pledges for homes and vehicles
- planning objectives
- sponsorship inoculation policies

Program Priorities (pages 4-5)

- Counter Pro-tobacco Influences
- Reduce Exposure To Secondhand Smoke
- Reduce Availability of Tobacco Products
- Increase Availability of Cessation Services

CX Priorities for Funding (pages 5-13)

Communities of Excellence in Tobacco Control:
A method of focusing tobacco control needs assessment, planning, and implementation activities

- **Indicators** represent environmental or community level measures, and reflect intermediate programmatic goal areas to focus community-level tobacco control activities.

- **Assets** represent factors that promote and sustain tobacco control efforts in the community by facilitating tobacco control work.

CX Priorities for Funding (pages 5-13)

- The RFA specifies the indicators and assets that may be addressed under this procurement
- TCS will give funding preference to projects that address indicators and assets that are listed as highly relevant

Section II

General Grant Proposal Information
(pages 14-21)

A. Who May Apply (page 14)

- California public or private non-profit organizations (see Appendix B & C)
  Note: The form used for this certification must be scanned and uploaded into OTIS as part of the on-line application process.
- LLAs are not eligible-unless the LLA is a participant within a consortium of community-based/nonprofit organizations (must be two or more organizations).

A. Who May Apply (page 14)

- No affiliation or contractual relationship with a tobacco company during the grant term (see Appendix D). Certification is required on Attachment 1.

  Note: A**ttachment 1 must be completed and uploaded into OTIS as part of the on-line application process.**

B. Grant Period (page 15)

- Grant period: July 1, 2007 through June 30, 2010
- CDHS/TCS reserves the right to fund any or none of the applications submitted in response to this RFA.
- Expenses associated with preparing and submitting an application will not be reimbursed by TCS.

C. Application Submission Requirements (page 16)

Letter of Intent
- **A "Letter of Intent" is due no later than Friday, February 16, 2007 by 5:00 p.m.** No e-mail documents. Fax or mail the letter.
- For the purpose of planning the RFA review
- Not binding (may elect not to submit an application)
- Must submit on agency letterhead and include RFA name and number, estimated budget amount, and the designated primary population to be served.

D. Application Review Process
(pages 19-20)

Submission Requirements

- **Send an e-mail to tcsweb@dhs.ca.gov to obtain a OTIS user ID and password.**
- Applications must be submitted electronically via OTIS.
- OTIS will not allow for submission of an incomplete or late application.

D. Application Review Process
(page 19)

Application Review

- Only applications that comply with the requirements of the RFA will be evaluated and scored by a peer review committee.
- Evaluation scale will be 0 to 105 points.
- The maximum point value of each section is as follows:

(1) Applicant Capability	20 points
(2) SOW and Evaluation Plan	40 points
(3) Narrative Summary	15 points
(4) Budget Justification	30 points
	105 points

- Minimum score of 84 points required for applications to be considered for funding.
- No guarantee that scoring 84 points or more will result in funding – or funding at the level requested.

D. Application Review Process
(page 20)

Notification of Decision

Each applicant, whether selected for funding or denied, will be notified in writing of the funding decision.

E. Appeals Process (page 20)

- Only those agencies that submit an application consistent with the requirements of this RFA and are not funded may appeal.
- **No** appeals for funding level.
- Appeal Letters are due Wednesday, April 11, 2007 by 5:00 p.m.
- Fax or mail to the address provided on page 20
- E-mails will **not** be accepted

F. Tentative Timeline (page 21)

- **February 16, 2007** **Letters of Intent due to CDHS/TCS no later than 5 p.m.**
- **March 8, 2007** **Applications due to CDHS/TCS no later than 5 p.m. (PST)**
- April 4, 2007 Award decisions announced
- April 11, 2007 Appeals due to CDHS/TCS no later than 5 p.m.
- April 16, 2007 Appeal Hearings
- April 16, 2007 Contract Negotiations begin
- July 1, 2007 Contract period begins
- June 30, 2010 Contract period ends

Section III

Administrative and Program Expectations
(pages 22-24)

Administrative & Program Expectations (pages 22-24)

- Expend funds according to the negotiated budget and scope of work.
- Reimbursement is in arrears. Must be able to cover expenses for 45-60 days while waiting for reimbursement.
- Comply with the Competitive Grantees Administrative and Policy Manual. This manual will be made available to successful applicants.

Administrative & Program Expectations (pages 22-24)

- Maintain accurate records of program and fiscal activities that must be available for inspection upon request.
- Maintain sufficient staff to submit timely, accurate, and complete progress reports every six months and invoices not more frequently than monthly.

Section IV

Application Requirements and Instructions
(pages 25-56)

A. General Requirements (pages 25-26)

- Carefully read all instructions
- Do not assume reviewers will have prior knowledge about your agency
- Be consistent with Policy Section of the *Competitive Grantee Administrative and Policy Manual*
- Refer to *OTIS User Guide* and *Communities of Excellence in Tobacco Control, Module 4* as required

A. General Requirements (page 26)

- Follow instructions in *OTIS User Guide* for submitting your application on-line
- Obtain a User ID and Password from TCS as of for on-line submission of your application
- Download and print a complete copy of the application for your files

B. Organization of the Application (page 26)

- My Agency
- Contact Information
- Demographic Profile
- Media Profile
- Evaluator Information
- Applicant Capability
- Scope of Work and Evaluation
- Narrative Summary
- Budget Information

C. Application Criteria and Instructions Items 1-4 (pages 27-29)

My Agency: Provide basic agency information. May request additional OTIS accounts from here.

Contact Information: Provide general contact information for the project director, fiscal contact, and agency signatory.

Demographic Information: Provide basic demographic details for the geographic area to be served. Refer to the *OTIS User Guide, Section V, Application, C. Background Information: Demographic Profile* for more details.

C. Application Criteria and Instructions Items 1-4 (pages 27-29)

Media Profile: Provide a description of the top five (5) major media outlets serving the project's service area.

Evaluator Certification: LPE completes or updates his/her profile within the LPE Directory and must certify that he/she participated in the development of the scope of work evaluation plans.

C. Application Criteria and Instructions Item 5 (pages 29-32)

Applicant Capability = 20 points
This section provides information regarding the ability of the agency to successfully implement the tobacco control plan being proposed in the application. The agency describes how its past experience equips it to address tobacco control needs of the priority population(s) to be addressed.

C. Application Criteria and Instructions
   Item 5 (pages 29-32)

Applicant Capability
- Provide the detailed information requested
- Describe the agency's previous success working with the proposed priority Describe primary staff's previous experience conducting community norm change interventions
- Describe the agency's effectiveness and capacity to provide tobacco control interventions that are culturally and linguistically appropriate and serve populations in areas with substantial unmet needs.
- Describe the qualifications of key program staff.

C. Application Criteria and Instructions
   Item 5 (pages 29-32)

Applicant Capability
- Have the local program evaluator complete the electronic Local Program Evaluators Directory form
- Describe the applicant's capability and resources to ensure timely start-up and implementation of the proposed project.
- Describe the applicant's current administrative staffing pattern for activities such as payroll, bookkeeping, invoicing, and general tracking of administrative and fiscal controls

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C. Application Criteria and Instructions
   Item 5 (pages 29-32)

Applicant Capability
- Describe the applicant's history in the last two years managing government or foundation grant funds
- Describe the applicant's internal audit history in the past two years.
- Describe the frequency of audits, date of last audit, and a summary of the major findings from the last audit.

C. Application Criteria and Instructions
Item 5 (pages 29-32)

Applicant Capability
- Indicate if the applicant has been audited by a State agency within the last two years and provide details if required.
- Describe the office and computer equipment the applicant has available for use in this project.
- Provide Letters of Reference

C. Application Criteria and Instructions
Item 6 (pages 32-39)

Scope of Work, Including Evaluation Plan = 40 points
The SOW contains all program activities to be performed by the agency and its budgeted and non-budgeted partners that will lead to the accomplishment of measurable objectives and all evaluation activities that assess the extent to which the objective was achieved.

The SOW is a well-organized and detailed "road map" of the proposed program and evaluation, taking into account the findings from any needs assessment activities you have conducted.

C. Application Criteria and Instructions
Item 6 (pages 32-39)

Scope of Work, Including Evaluation Plan
- Refer to pages 33-37 for the list of criteria that will be used to rate your application.
- The SOW should match the budget and vice versa.
- **Remember: This section is worth 40 points!**

C. Application Criteria and Instructions Item 6 (pages 32-39)

Scope of Work, Including Evaluation Plan

- The SOW should be consistent with the policies and procedures found in the *Competitive Grantees Administrative & Policy Manual* available at: www.dhs.ca.gov/tobacco/html/funding.htm#rfa07-100 under Supplemental Materials for this RFA
- Refer to *Communities of Excellence in Tobacco Control, Module 4, OTIS User Guide, Section V, Application, E. Scope of Work,* and the *OTIS Evaluation Guide* for specific instructions on writing your SOW.

C. Application Criteria and Instructions Item 6 (pages 32-39)

Scope of Work, Including Evaluation Plan

Objectives must address the following 4 "W's":

- Who or what is expected to change?
- What and how much will change? (do not use ranges)
- Where will the change occur?
- When will the change occur?

C. Application Criteria and Instructions Item 6 (pages 32-39)

Scope of Work, Including Evaluation Plan
- A comprehensive, integrated program approach must be used to achieve each objective. This approach should incorporate several major intervention categories identified below:

Coord./Collab. Activities	Policy Activities
Community Education Activities	Promotional Items
Education Materials Development	School-based Education
Incentive Items	Sponsorship Activities
Media Activities	Training/TA Activities

C. Application Criteria and Instructions Item 6 (pages 32-39)

Scope of Work, Including Evaluation Plan
- Activities should be detailed and quantified, including a description of the *what, how much, how often, and where.*
- Each activity is to describe a start and completion period which coincides with six-month progress report periods (e.g., 07/07-12/07).
- Identify the responsible party for completing the activity Identify 1-2 tracking measures that verify completion of activities and whether they will be maintained on file or submitted with progress reports.

C. Application Criteria and Instructions Item 6 (pages 32-39)

Scope of Work, Including Evaluation Plan
- Agencies are expected to include 1 to 3 objectives.
- 1 objective in the SOW is required to address one of the following three priority areas: 1)Reduce Exposure to SHS, 2) Counter Pro-tobacco influences, and 3) Reduce the Availability of Tobacco.
- Applications that propose only 1 objective that is focused solely on cessation will not be reviewed.

C. Application Criteria and Instructions
Item 6 (pages 32-39)

Scope of Work, Including Evaluation Plan
- For each policy objective, include: 1) an activity that conducts a strategic planning session utilizing the Midwest Academy Strategy Chart, and 2) disseminating final policies adopted to the Americans for Nonsmokers' Rights and to the TCS Strategic Planning and Policy Unit.
- Agencies are encouraged to conduct strategic policy planning sessions once during the first 6 months of their SOW.

C. Application Criteria and Instructions
Item 6 (pages 32-39)

Scope of Work, Including the Evaluation Plan
- The SOW must reflect coordination/collaboration with other local or statewide tobacco control partners
- A percent of effort for each major deliverable must be assigned to each tangible deliverable. No deliverable should be less than 0.5%; additionally, all deliverables should be in increments 0.5%.

C. Application Criteria and Instructions
Item 6 (pages 32-39)

Scope of Work, Including the Evaluation Plan
- A program deliverable is a tangible product or service developed or conducted as part of the scope of work.
- Deliverables may include activities and materials, such as presentations, trainings, developed incentive items, promotional items, educational materials, surveys and focus groups conducted, paid radio or TV ads, etc.

**C. Application Criteria and Instructions
Item 6 (pages 32-39)**

Scope of Work, Including Evaluation Plan
- The SOW designates products that are copyrighted, such as substantive, original materials, works for hire, databases, survey instruments, etc.

**C. Application Criteria and Instructions
Item 6 (pages 32-39)**

Scope of Work, Including the Evaluation Plan
Evaluation Minimum Requirements
- DHS/TCS requires a sound evaluation plan pursuant to H&S Code Section 104385.
- Refer to the *OTIS Evaluation Guide*, which includes suggested objectives, evaluation activity plans, evaluation designs, and data collection procedures for CX indicators that address new and innovative areas.

**C. Application Criteria and Instructions
Item 6 (pages 32-39)**

Scope of Work, Including the Evaluation Plan
Evaluation Minimum Requirements (cont.)
- The SOW must include an in-depth evaluation plan for at least 1 "primary objective." A primary objective is a high priority objective that will receive an in-depth evaluation and will be the subject of a high quality written final evaluation report.
- The final evaluation report must be consistent with the requirements provided in *Tell Your Story,* available at www.dhs.ca.gov/tobacco/documents/eval/EvaluationReport.

C. Application Criteria and Instructions Item 6 (pages 32-39)

Scope of Work, Including the Evaluation Plan
- An appropriate evaluation plan is required for each objective in the SOW.
- The evaluation plan assigns timelines, copyright, program deliverable percentages, responsible parties, and tracking measures.
- At least 10% of the percent deliverables/budget must be allocated to evaluation.
- The program evaluator must submit certification of his/her involvement in the development of the evaluation plan. This certification is done through the Local Program Evaluator webpage available at: http://tcsotis.org/public/evaluator/index.cfm.

C. Application Criteria and Instructions Item 6 (pages 32-39)

Scope of Work, Including Evaluation Plan
Materials Development: This section is only to be completed if the applicant plans to develop **substantive original works** including educational, advertising, promotional, and incentive items that have the potential for statewide use and which reflect a high quality developmental process.

C. Application Criteria and Instructions Item 7 (pages 40-41)

Narrative Summary = 10 Points
This section summarizes the proposed tobacco control plan, including the need to address each objective, the activities that will be implemented, the rationale as to why the activities are appropriate, and the evaluation design.

- Include objectives that are consistent with the indicators/assets that are identified in this RFA as relevant or highly relevant for the priority populations.

C. Application Criteria and Instructions
Item 7 (pages 40-41)

Narrative Summary
- For each objective, describe relevant needs assessment findings, including the identification of priority population needs.
- For each objective, provide a rationale that describes the underlying theory of change. The theory of change is the basic assumption(s) about why the proposed interventions should work.
- For each objective, include reasonable, realistic, and appropriate evaluation plans.

Application Criteria and Instructions
Item 8 (pages 41-56)

Budget Information = 30 points
- Funding preference shall be given to applicants that adhere to the minimum requirements outlined on page 41 of the RFA.
- Consistent with instructions in the RFA and provides sufficient detail.
- Budgets must be prepared and spent on the State fiscal year cycle (July 1 - June 30)
- Prepare one budget justification for the entire 36 month grant term.

Application Criteria and Instructions
Item 8 (pages 41-56)

Budget Information
- Designate one staff employee as the lead on project evaluation. Must provide 10% minimum Full Time Equivalent (FTE). The designated evaluation lead coordinates the effort of all evaluation staff associated with the project.
- Ensure that the formulas in the budget and budget justification are correct and correspond to each other (e.g. 2 FTE x 150 square feet x $1.25/square feet x 12 months = $4,500 for space costs).

Application Criteria and Instructions
Item 8 (pages 41-56)

Budget Justification Instructions

- Provide enough narrative detail to explain the plan to fund the SOW.
- The Budget Justification input into OTIS will automatically calculate the "Total Budget" using the amount entered.
- Totals for each budget category will be carried forward to the "Budget Page" thereby eliminating inconsistencies between the two documents.
- Be sure to take into consideration changes that may occur due to programmatic or administrative needs.

Application Criteria and Instructions
Item 8 (pages 41-56)

Budget Justification Instructions

- The Budget Justification consists of the following eight categorical line items:
  - Personnel Costs
  - Fringe Benefits
  - Operating Expenses
  - Equipment
  - Travel/per diem and Training
  - Subcontracts/Consultants
  - Other Costs; includes: Educational Materials, Promotional Items, Incentives, Media and Sponsorships
  - Indirect Costs

Application Criteria and Instructions
Item 8 (pages 41-56)

Personnel Costs (page 43)

- Position titles used in the budget justification must be consistent with the titles shown in "Responsible Parties" in the SOW.
- Salaries must be comparable to civil service classifications. (see Appendix F)
- Use salary ranges to allow for any salary increases such as merit increases or cost of living adjustments.
- Example of a salary calculation formula for amount requested: $1,600-$1,700 biweekly x 100% FTE x 26 pay periods = Total for position.

Application Criteria and Instructions
Item 8 (pages 41-56)

Fringe Benefits (page 45)

- See Appendix H, Contract Uniformity Information for guidance on allowable expenses in Fringe Benefits. Fringe Benefits do not include employee leave or workers compensation claims (paying workers compensation insurance premiums is allowable).
- Use a range to allow for flexibility in the percentage rate (e.g. 15% to 45%)

Application Criteria and Instructions
Item 8 (pages 41-56)

Operating Expenses (page 46)

- Must include the first two standard line items.
- (1) CDHS/TCS Communications Network, OTIS, PARTNERS.
- If you choose not to budget for this line item provide an explanation as to how you will access PARTNERS and OTIS (e.g. service provided in kind).
- (2) Space Rent/Lease.
- If no expenses are related to these line items, enter zero.
- Add other agency-defined line items, examples on pages 47-48.
- Audit Expenses can be budgeted in the Operating Expenses category or in the Indirect Costs category. If you budget for audit expenses in Operating expenses category, then all combined indirect costs must not exceed 25% of personnel plus fringe benefit totals.

Application Criteria and Instructions
Item 8 (pages 41-56)

Equipment Expenses (page 49)

- If at least one work station computer system does not meet the minimum specifications then TCS may authorize the purchase of the necessary computer equipment to bring one work station computer system up to the minimum specifications (Appendix K).
- Provide a complete list, description, justification, quantity, unit cost, and total cost to improve the computer system to meet the TCS minimum specifications.

Application Criteria and Instructions
Item 8 (pages 41-56)

Travel/Per Diem and Training (pages 49-51)
- Use the required four line items only.
  (1) Project Travel/Training
  (2) CDHS/TCS Travel Training
  (3) Required CDHS/TCS Travel/Training
  (4) Out-of-State Travel
- If no expenses are related to these items, enter zero.
- Provide numeric formulas for how you calculated the amounts budgeted (2 staff X 3 trainings X $750 per training = $4,500)
- Out-of-State Travel is optional.
- Department of Personnel Administration (DPA) travel reimbursement rates used (Appendix G)

Application Criteria and Instructions
Item 8 (pages 41-56)

Subcontracts and Consultants (pages 51-53)
- All must be referenced in the "Responsible Parties" in the SOW.
- Salaries must be comparable to state classifications (see Appendix F)
- For each subcontractor listed provide a budget/budget justification; if not known, indicate "To Be Determined" and provide a detailed narrative description of services to be provided.

Application Criteria and Instructions
Item 8 (pages 41-56)

Subcontracts and Consultants (page 52)
- For consultants – be sure to include the estimated hourly rate and number of hours to be worked with the description.
- If the applicant agency subcontracts out 30% or more of the total budget to one subcontractor and the subcontractor has been identified at the time of application submission, a sub-budget/budget justification must be entered. The sub-budget shall be a line item description of the expenses that will be incurred by the subcontractor (i.e. personnel, fringe benefits, operating expenses, etc.)

Application Criteria and Instructions
Item 8 (pp. 41-56)

Other Costs (pages 53-55)
- The first five standard line items must appear in every budget.
- (1) Educational Materials
- (2) Promotional Items
- (3) Incentives
- (4) Media
- (5) Sponsorships
- If there are no expenses for a line item enter zero.
- Add other agency defined line items as needed.
- All items budgeted must be referenced in the SOW.

Application Criteria and Instructions
Item 8 (pp. 41-56)

Indirect Expenses (page 56)
- Cannot exceed 25% of Personnel + Fringe Benefits combined.
- If audit costs or other standard Indirect Expenses are budgeted separately in Operating Expenses, the amount is included in the calculation of the total percentage of Indirect Expenses.

Additional Required Documents

- Cert. of Non-Acceptance of Tobacco Funds (Attachment 1)
  - Allow time to obtain the signature needed on this form.

- Non-Profit Status (Appendices B & C)

We'll be back in 15 minutes for the Question and Answer Period…